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Técnicos  
Inc.**

## **Telephone Usage in Puerto Rico: A survey of 1,620 households**

October 17th, 2005

**A – INTRODUCTION**

A sixty-four-question questionnaire was administered to adult members of 1,620 households selected randomly to represent the universe of households in Puerto Rico (see Appendix A for details of the methodology). The questionnaire was designed to gather information about telephone usage. A copy of the Spanish-language questionnaire is included in Appendix B.

The following salient results of the survey are worth highlighting:

1. Fixed and cellular phones have similar incidence rates: 68.7% of households have fixed phones, while 68.1% have cellular phones. Although the incidence rates per household are similar, cellular phones are more prevalent on a per-person basis. Among the 68.1% of households with cellular phones present, 41.3% reported two, three, four or five household members each having a cellular phone.
2. Universal phone service is a virtual reality in the survey group: 92.8% of households have either a fixed or a cellular phone, and 44% of households have both.
3. Other actual or potential substitutes for fixed phones are not as important as cell phones. The Internet incidence rate is 17.6%; of these, 5.1% use it for voice communication (4.8% use VOIP). Residential phone service through cable TV was reported in only 31 households (a 1.9% incidence rate).
4. The actual and potential degree of substitution between fixed and cellular service is substantial. Calling patterns and revealed sensitivity to price indicate high degrees of actual and potential service substitution and call substitution.
  - More than one third of PRT subscribers reported they would change providers for a \$5 reduction in monthly fees.
  - Owning and using a cellular phone was the most cited reason for not having a fixed residential phone (35.5% of households), followed by the cost of the service (28.4%).
  - While the fixed phone is the medium most often used for calls originating at home, especially for local-area calls, large percentages of households reported using cellular phones for calls originating at home, where the fixed phone is at hand.
5. Households in the sample revealed limited awareness of the Lifeline program. Only 264 respondents reported knowing of the program, and even fewer, only 100, are subscribers. Of those that subscribe to Lifeline, 95% subscribe through PRT.
6. Median monthly bills for cellular phones are still substantially higher than for fixed phones, as reported in the survey (\$50 vs. \$35).

**SUMMARY**

- The survey covered 1620 households.
- Regular fixed phone incidence is 68.7%, equivalent to 888,770 households in the universe.
  - The two most important reasons for not having a phone at home now are: the use of a cellular phone (35.5%) and the cost of the service (28.4%).
  - PRT is the provider of local calls for 94.2% of the sample of persons with regular fixed phone at home.
  - Over one third (36.6%) of the PRT clients would be willing to change local calls fixed phone provider for a \$5 reduction in monthly fee, 45% for a \$10 reduction and 48.7% for a \$15 reduction.
  - PRT is the intra-island service provider for 79.8% of the sample with the service, AT&T is second with 6.6%, TLD has 5.6%, Liberty 1.6% and Sprint accounts for 1.3%.
  - Among the persons in the sample who claim to have long distance phone service to the USA, almost 66% said that PRT is their provider, 12.1% for AT&T, 9.7% for TLD and 2.6% for Sprint.
  - The providers of long distance service to other countries besides Puerto Rico and the USA are: PRT-60.5%; AT&T-12.5%; TLD-11.6% and Sprint-3.1%.
  - The most frequent states called from fixed residential phones are: New York-22.6%; Florida-20.2%; New Jersey-7.2% and Massachussets-4.6%.
  - The countries most frequently called in international calls from fixed residential phones are: Dominican Republic-4.0% and Spain-1.4%.
  - The quality of communication through the fixed residential phones was evaluated as follows: Excellent-18.7%; Good-59.8%; Regular-16%; bad-22% and very bad-3.1%.
- Among the fixed phone users, 23.7% know of the Guaranteed Access Service or “Lifeline”. Of the 264 persons who know of the service, 38.3% currently subscribe, and 95% of participating households subscribe through PRT, with 1% for AT&T, and 4% don’t know. The median monthly subsidy is \$13.00.
  - The main reason for not subscribing to “Lifeline” is that the phone is under another person’s name.

- Number of members of the 1,620 households who have a cellular phone: One-26.8%; Two-25.3%; Three-11.3%; Four-3.7% and Five-1.0%. No cellular phone-31.9%.
  - Cellular phone service providers: Cingular-28.5%; Verizon-25.1%; Centennial-15.2%; AT&T/SunCom-12.6%; Sprint-10%; Movistar-5.7% and 2.6% don't know.
  - Of those with a cellular phone, 87.8% have a contract account.
  - Most common features in cellular phones are: Caller ID-88%; Free calls nights & weekends-79%; Cellular to cellular calls-78.2%; Free incoming calls-77.6%; Written messages-75.4%; and Voice mail-69.1%.
  - Description of the quality of communication through the cellular phone: Excellent-20.4%; Good-51.9%; Regular-20.8%; Bad-3.8% and Very Bad-2.7%.
- 17.6% of surveyed households have Internet service.
  - Internet service providers: PRTC/Coqui-38.9%; Liberty-11.9%; DMAX/PRT DSL-9.1%; AOL-6.3%; Adelphia-6.0%; Centennial/Spiderlink-2.8%PR Digital-2.5%; Caribenet-2.5%; AOL/Conexis-2.1%; and PRWebmasters-1.8%.
  - Type of Internet connection: Dial up/ Modem-54.7%; DSL-20%; Cable Modem-13.3% and Cellular/wireless-1.4%.
  - Households that use Internet for verbal communication-29.1%. Out of those, 4.8% use VOIP service for verbal communication.
- 41.9% of surveyed households have satellite or cable TV. The share of providers is as follows: Direct TV-30%; Adelphia-25.5%; Liberty-18.7%; and Dish Network-12.4%. Only 31 households in the sample (4.6%) are subscribed to residential telephone service through Cable TV.
  - Description of quality of communication through Cable TV: Excellent-22.6%; Good-35.5% and Regular-22.6%.
- Out of the persons interviewed, 258 (23.2%) said that they have considered disconnecting the fixed residential phone service in order to use other forms of voice communication. The communication options considered are: Cellular phone-89.5%; Cable TV-5.4% and Internet-1.6%.
- Regarding the voice communication option used and/or preferred by type of call...
  - When the interviewee is at home and wants to make a local phone call, the order of usage is: Fixed-65.0%; Fixed & Cellular-21.8%; Cellular-9.3%. The order of preference is: Fixed-60.9%; Cellular-34.6%

- When the interviewee is at home and wants to make an intra-island long distance phone call, the order of usage is: Fixed-45.3%; Cellular-27.2%; Fixed & Cellular-15.9%. The order of preference is: Fixed-51.0%; Cellular-44.9%.
- When the interviewee is at home and wants to make a long distance phone call to the USA, the order of usage is: Fixed-40.9%; Cellular-26.4%; Fixed & Cellular-11.5%. The order of preference is: Fixed- 50.0%; Cellular-40.3%.
- When the interviewee is at home and wants to make a long distance phone call to areas outside of Puerto Rico or the USA, the order of usage is: Fixed-11.7%; Cellular-8.3%; Fixed & Cellular-2.9%. The order of preference is: Fixed- 50.0%; Cellular-38.9%.
- Percentage of interviewees who said that they perceive differences in quality of communication among different types of phone is 55.7%. The order of quality perception is: Fixed phone-76.7%; Cellular phone-22.4%.
- Median monthly bill for...
  - Cable TV or Satellite- \$49.95
  - Cellular phone- \$50.00
  - Internet- \$19.48
  - Fixed Residential Phone- \$35.00
- Median monthly bill for...
  - Local calls \$25.00
  - Intra-island long distance \$3.00
  - Long distance to USA \$3.97
  - International Calls \$0.00

### **C - FREQUENCIES BY QUESTION:**

1. Is there a fixed phone in your house (a line connected phone)? **n = 1,620**

Yes	68.7%
No	31.3%

#### Persons without fixed phone

2. Did you ever have a regular fixed phone at home? **n = 507**

Yes	61.7%
No	38.3%

3. What's the main reason for not having a regular fixed phone at home now? **n = 507**

Uses a cellular phone	35.5%
Cost of the service	28.4%

Doesn't need it	7.3%
Problems with the service	4.1%
Lack of lines in the area where he/she lives	4.1%
Don't know	4.1%
Moved recently	3.4%
His/her financial situation	3.4%
It has not been installed yet	1.6%
Is never at home	1.6%
Personal reasons	1.0%
Is not interested	1.0%
Uses the cable TV connection	0.8%
The house is rented	0.8%
Got disconnected from the service	0.8%
They are fixing the house	0.4%
Is thinking about moving	0.4%
Does not have time to apply for the service	0.4%
Uses the telephone of the neighbor	0.2%
Uses the Internet	0.2%
Moves frequently	0.2%
Less convenient than talking on the cell	0.2%
Does not like the service	0.2%

#### 4. How do persons in this home make and receive phone calls? **n = 507**

Cellular	73.7%
Using the phone of friends, neighbors or relatives	20.0%
Internet	4.8%
They do not use the telephone	1.8%
Cable TV	1.2%
Pay phone	0.6%
They visit people instead of calling on the phone	0.4%
They use the phone at work	0.2%
They communicate through mail	0.2%
Doesn't know/doesn't say	0.2%

#### 5. Are you planning to install a regular fixed phone in your home during the next months? **n = 507**

Yes	26.0%
No	74.0%

#### 6. How soon are you planning to get the regular fixed phone installed? **n = 132**

3 months or less	51.5%
6 months	25.0%
1 year or more	20.5%
Don't know	3.0%

Persons with residential fixed phone

7. How many phone numbers do you have at home? **n = 1,113**

1	98.2%
2	1.8%

8. What's the reason for having more than one phone number at home? **n = 20**

Business	20.0%
For the Internet	40.0%
Used by different members of the family	40.0%
Is less expensive	5.0%
For the fax	5.0%
Has a package of phone, cable and Internet	5.0%
Doesn't know/doesn't say	10.0%

9. Which one of the following services related to the regular fixed phone you have at home? **n = 1,113**

Service	Yes	No	Don't know
Caller ID	45.8%	53.6%	0.5%
Unknown caller block	17.5%	80.2%	2.2%
Voice mail	8.4%	90.5%	1.1%
Multiple callers	12.4%	86.3%	1.3%
Call waiting	36.7%	62.5%	0.8%
Call forward	8.1%	89.8%	2.1%
None	6.3%	93.5%	0.2%
*67	0.1%	99.7%	0.2%
*69	0.2%	99.6%	0.2%

10.1. Who is your service provider for local calls? **n = 1,113**

Puerto Rico Telephone Company (Teléfonica)	94.2%
AT&T	2.2%
Liberty Cable	1.3%
Sprint	0.2%
Cable Vision	0.1%
Verizon	0.1%
Doesn't know/doesn't say	1.8%

### 10.2 Do you know other providers or companies offering fixed residential phone service for local calls?

**n = 1,049**

Yes	21.6%
No	78.4%

#### *Companies...* **n = 227**

AT&T	33.9%
Centennial Home Phone	22.9%
Sprint	22.0%
Liberty Cable	13.7%
TLD	5.7%
Adelphia	2.2%
MCI International	1.8%
Movie Star Fixed Phone	0.9%
Cingular	0.4%
Cable	0.4%
Telecom	0.4%
Liberty Links	0.4%
Doesn't know/doesn't say	7.9%

### 10.3. Have you received any offers for local calls service from any of the companies mentioned above, either through the mass media (TV, Internet, radio, newspaper, etc) or a salesperson or service representative? **n = 227**

Yes	74.0%
No	25.6%
Doesn't know/doesn't say	0.4%

### 10.4. Why do you stay with the same company? **n = 168**

The price of other companies is too high	25.6%
The quality of the communication is superior to others	19.6%
The client service is superior to the level of the others	8.3%
The service is not available in my area	1.8%
Tradition	7.7%
Long time as a subscriber of PRTC	4.8%
He/She likes PRTC	1.8%
PRTC is the best company	1.8%
Good service	6.5%
Financial reasons	3.0%
All companies are the same	3.0%
Has not evaluated it yet	1.2%
Prefers only one bill	1.8%
Has not decided yet	1.2%



Does not like to change	2.4%
Does not have time to make the change	0.6%
Does not want to loose the phone number	1.8%
They change the offer without her authorization	0.6%
Does not want to change	0.6%
Problems with the company	0.6%
Laziness	0.6%
Does not have complains of the service	0.6%
Because of the subsidy that it offers	0.6%
Does not know which one is better	0.6%
Don't know	3.6%

10.5. If a company offers you a local calls rate... lower than your current rate, would you change provider or remain with your current provider? **n = 1,049**

	Yes would change	Would remain with the same	Does not say
\$5	36.6%	52.9%	10.5%
\$10	45.0%	44.7%	10.3%
\$15	48.7%	43.0%	8.3%

11. Do you have long distance intra-island telephone service through a residential fixed phone at home?  
**n = 1,113**

Yes	80.1%
No	19.9%

12.1. Who is your provider of intra-island long distance service on your regular fixed phone? **n = 892**

Puerto Rico Telephone Company (Teléfono)	79.8%
AT&T	6.6%
TLD-Telefónica Larga Distancia	5.6%
Liberty Cable	1.6%
Sprint	1.3%
MCI International	0.2%
Centennial Home Phone	0.1%
Cable Vision	0.1%
Primus	0.1%
Suncom	0.1%
Verizon	0.1%
World Net	0.0%
Movie Star Fixed Phone	0.0%
Doesn't know/doesn't say	4.5%

### 12.2. Do you know other providers or companies that offer intra-island phone call service? **n = 712**

Yes	19.7%
No	80.3%

#### *Companies:* **n = 140**

AT&T	44.3%
Sprint	26.4%
TLD- Larga Distancia	18.6%
Doesn't know/doesn't say	7.1%
Centennial Home Phone	6.4%
Liberty Cable	5.7%
Adelphia	2.9%
World Net	0.0%
Movie Star Fixed Phone	0.0%
MCI International	0.0%

### 12.3 Have you received any offers for intra-island long distance service from any of the companies mentioned above, either through the mass media (TV, Internet, radio, newspaper, etc) or a salesperson or service representative? **n = 140**

Yes	73.6%
No	25.7%
Don't know	0.7%

### 12.4 Why do you stay with the same company? **n = 99**

Price	35.4%
Quality of customer service	9.1%
Quality of service	23.2%
Service is not available in his/her area	1.0%
Tradition	12.1%
Likes PRTC	1.0%
Doesn't know/doesn't say	8.1%
They changed recently to PRTC	1.0%
It's a permanent bill, with a benefit for living in a "comunidad especial"	1.0%
Have not made change	2.0%
They almost don't do call outside their municipality	1.0%
Prefers one bill / not to have another bill	2.0%
Good experience with the company	1.0%
Company's monopoly	1.0%
Have not been able to evaluate other options	1.0%
Has not been oriented	1.0%
Have not received a better offer	1.0%
Is not interested	1.0%
Is not convinced	1.0%
For not doing changes	1.0%
Convenience	1.0%

Problems with other companies	1.0%
They always solved his/her problems	1.0%
Works for the PRTC	1.0%

12.5 If a company offers you an intra-island long distance calls rate... lower than your current rate, would you change provider or remain with your present provider? **n = 712**

	<b>Yes would change</b>	<b>Would remain with the same</b>	<b>Does not say</b>
\$5	36.0%	55.1%	9.0%
\$10	42.6%	48.3%	9.1%
\$15	45.8%	45.6%	8.6%

13.1 Do you have long distance telephone service to the United States through a residential fixed phone at home? **n = 1,113**

Yes	72.3%
No	27.7%

13.2. Who is your provider of fixed residential phone for long distance service to the United States? **n = 805**

Puerto Rico Telephone Company (Teléfonica)	65.8%
AT&T	12.9%
TLD-Teléfonica Larga Distancia	9.7%
Sprint	2.6%
Liberty Cable	1.2%
MCI International	0.4%
Phone card	0.2%
Cable Vision	0.1%
Voice Link	0.1%
Primus	0.1%
Doesn't know/doesn't say	6.7%

13.3 Do you have long distance telephone service outside of Puerto Rico and the USA, through a residential fixed phone at home? **n = 1,113**

Yes	28.7%
No	71.2%
Doesn't know/doesn't say	0.1%

13.4. Who is your provider of fixed residential phone long distance service to other countries besides Puerto Rico and the USA? **n = 319**

Puerto Rico Telephone Company (Teléfonica)	60.5%
AT&T	12.5%
TLD-Teléfonica Larga Distancia	11.6%
Sprint	3.1%
Liberty Cable	1.6%
Calling Card	1.6%
Cable Vision	0.3%
MCI	0.3%
Primus	0.3%
Voice Link	0.3%
Doesn't know/doesn't say	7.8%

14.1 Which towns, states and countries do you call regularly from your home when you make...

<i>Local calls</i> <b>n = 1,113</b>	
San Juan	11.9%
Bayamón	8.2%
Ponce	7.1%
Caguas	6.8%
Área Metro	5.8%
Mayagüez	4.3%
Carolina	4.2%
Guaynabo	4.0%
Moca	3.7%
Fajardo	3.1%
Aguadilla	3.0%
Arecibo	2.5%
San Lorenzo	2.3%
Toa Baja	2.3%
Humacao	2.2%
Manatí	2.2%
Guayama	2.2%
Utua	2.1%
Cabo Rojo	1.9%
Vega Baja	1.9%
Yabucoa	1.9%
Adjuntas	1.8%
Barranquitas	1.8%
Naranjito	1.8%
Barceloneta	1.5%
Orocovis	1.5%
Salinas	1.5%
Aguada	1.4%
Río Grande	1.4%

San Sebastián	1.4%
Vega Alta	1.4%
Hatillo	1.3%
San Germán	1.3%
Cayey	1.3%
Juana Díaz	1.3%
Yauco	1.3%
Canóvanas	1.2%
Cidra	1.1%
Comerio	1.1%
Dorado	1.1%
Lares	1.1%
Maunabo	1.0%
Ceiba	0.9%
Gurabo	0.9%
Toa Alta	0.9%
Corozal	0.8%
Jayuya	0.8%
Trujillo Alto	0.8%
Aibonito	0.7%
Hormigueros	0.7%
Isabela	0.7%
Patillas	0.7%
Peñuelas	0.7%
Coamo	0.6%
Guánica	0.6%
Guayanilla	0.6%
Maricao	0.6%
Arroyo	0.5%
Cataño	0.5%
Juncos	0.5%
Luquillo	0.5%
Santa Isabel	0.5%
Las Piedras	0.4%
Sabana Grande	0.4%
Añasco	0.4%
Florida	0.4%
Camuy	0.3%
Loiza	0.3%
Morovis	0.3%
Ciales	0.2%
Lajas	0.2%
Las Marías	0.2%
Rincón	0.2%
Villalba	0.2%
Naguabo	0.1%
Vieques	0.1%
Aguas Buenas	0.0%
Culebra	0.0%
Quebradillas	0.0%

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Various towns	0.2%
No aplica	1.7%
Does not indicate	1.4%

*Intra-island calls* **n = 1,113**

San Juan	13.2%
Mayagüez	5.7%
Caguas	5.6%
Ponce	5.5%
Bayamón	4.4%
Arecibo	2.9%
Río Grande	2.1%
Carolina	1.9%
Corozal	1.8%
Manatí	1.5%
Vega Baja	1.5%
Aguadilla	1.4%
San Sebastián	1.4%
Humacao	1.3%
Naranjito	1.3%
Aibonito	1.3%
Gurabo	1.3%
Vega Alta	1.2%
Dorado	1.1%
Cabo Rojo	1.0%
Ciales	0.9%
Yauco	0.9%
Canóvanas	0.8%
Cayey	0.8%
Guayama	0.8%
Guaynabo	0.8%
Hatillo	0.8%
Juncos	0.8%
San Lorenzo	0.8%
Yabucoa	0.8%
Aguas Buenas	0.7%
Adjuntas	0.6%
Aguada	0.6%
Barranquitas	0.6%
Cidra	0.6%
Isabela	0.6%
Naguabo	0.6%
Salinas	0.6%
Trujillo Alto	0.6%
Área Metro	0.6%
Lares	0.5%
Luquillo	0.5%
Patillas	0.5%
Barceloneta	0.4%
Camuy	0.4%

Ceiba	0.4%
Jayuya	0.4%
Juana Díaz	0.4%
Lajas	0.4%
Loiza	0.4%
Morovis	0.4%
Orocovis	0.4%
Santa Isabel	0.4%
Toa Alta	0.4%
Villalba	0.4%
Arroyo	0.4%
Cataño	0.4%
Coamo	0.4%
Comerio	0.4%
Fajardo	0.4%
Las Piedras	0.4%
Moca	0.4%
San Germán	0.4%
Utua	0.4%
Guánica	0.3%
Guayanilla	0.3%
Hormigueros	0.3%
Quebradillas	0.3%
Sabana Grande	0.3%
Toa Baja	0.3%
Vieques	0.3%
Añasco	0.2%
Maricao	0.2%
Rincón	0.2%
Florida	0.1%
Las Marías	0.1%
Culebra	0.0%
Maunabo	0.0%
Peñuelas	0.0%
Various towns	0.1%
Does not apply	32.8%
Does not indicate	0.9%

## *US Long distance calls* **n = 1,113**

New York	22.6%
Florida	20.2%
New Jersey	7.2%
Massachusetts	4.6%
Pennsylvania	4.6%
Illinois	4.1%
Connecticut	2.9%
Texas	2.0%
California	1.7%
Virginia	1.1%
Georgia	0.9%

Washington	0.5%
Colorado	0.4%
Nevada	0.4%
Aeizona	0.4%
Indiana	0.4%
Louisiana	0.4%
North Carolina	0.4%
Ohio	0.4%
Wisconsin	0.4%
Delaware	0.2%
Michigan	0.2%
Minnesota	0.2%
Missouri	0.2%
Tennessee	0.2%
Utah	0.2%
Alabama	0.1%
Kansas	0.1%
Kentucky	0.1%
New Hampshire	0.1%
Oklahoma	0.1%
Rhode Island	0.1%
South Carolina	0.1%
St. Thomas	0.1%
Does not apply	38.1%
Does not indicate	0.2%

*International calls* **n = 1,113**

Does not use the service	91.6%
Dominican Republic	4.0%
Spain	1.4%
Germany	0.5%
Mexico	0.5%
Cuba	0.4%
Venezuela	0.3%
Colombia	0.2%
Costa Rica	0.2%
Italia	0.2%
Japan	0.2%
Peru	0.2%
Afganistan	0.1%
Argentina	0.1%
Canada	0.1%
El Salvador	0.1%
Israel	0.1%
Kuwait	0.1%
Palestine	0.1%
Jordania	0.1%
Chile	0.1%
Honduras	0.1%
Virgins Islands	0.1%



Uruguay 0.1%

14.2. How would you describe the quality of communication through your fixed phone. Would you say it is: **n = 1,113**

Excellent	18.7%
Good	59.8%
Regular	16.0%
Bad	2.2%
Very bad	3.1%
Doesn't know/doesn't say	0.1%

15.1. Do you know about the "Lifeline" program? **n = 1,113**

Yes	23.7%
No	76.3%

15.2. How did you get to know about "Lifeline"? **n = 264**

Friend or relative	37.1%
Service representative from a company	16.3%
Newspaper	11.7%
TV	11.0%
Governmental agency or program	9.8%
Mail	7.2%
Bill	4.9%
Flyer	1.1%
Radio	1.1%
PRTC	0.8%
Call	0.8%
Internet	0.4%
Phone Book	0.4%
He/She asked for the service	0.4%
Doesn't know/doesn't say	1.1%

16. Does your household subscribe to Lifeline (Guaranteed Access Service)? **n = 264**

Yes	38.3%
No	61.4%
Doesn't know/doesn't say	0.4%

17. Through which company do you receive the subsidy? **n = 101**

Puerto Rico Telephone Company	95.0%
AT&T	1.0%
Doesn't know/doesn't say	4.0%

18. Approximately, what is the monthly dollar amount of the subsidy (or credit), you receive from Lifeline? **n = 101**

\$5	3.0%
\$6	2.0%
\$7	3.0%
\$8	2.0%
\$9	1.0%
\$10	11.9%
\$12	9.9%
\$13	27.7%
\$14	6.9%
\$15	6.9%
\$16	2.0%
\$17	2.0%
\$19	2.0%
\$22	1.0%
\$30	1.0%
Don't know	17.8%

*Average: \$12.5*

*Median: \$13*

*Mode: \$13*

19. Do you know how to subscribe to "Lifeline"? **n = 162**

Yes	40.1%
No	59.9%

20. At the present time, are you a beneficiary of any of the following programs? **n = 65**

Nutritional Assistance Program (NAP)	29.2%
Section 8 Rent Program of the Housing Department	1.5%
Energy Subsidy Program for low income households	21.5%
Medicaid Program	20.0%
Health Reform Card	38.5%
Temporary assistance program for families	1.5%
None	50.8%

21. Why doesn't your house subscribe to Lifeline? **n = 32**

The telephone is under another's person name	31.3%
Does not qualified	15.6%
Has not completed the application papers	6.3%
Applied recently	3.1%
Is waiting for an answer	3.1%
Has to renew it	3.1%
Needs to find a missing document	3.1%
Has not called	3.1%
Loses too much time	3.1%
Missed deadline	3.1%

Has not applied for it, but had it before	3.1%
Doesn't know/doesn't say	21.9%

**CELLULAR**

22. How many persons in your household (including yourself) have a cellular phone? **n = 1,620**

None	31.9%
1	26.8%
2	25.3%
3	11.3%
4	3.7%
5	1.0%

23. Indicate age and provider of cellular phone service for the applicable persons in your household.

**n = 2,128**

*Age of persons with cell phones in the household*

Less than 10 years	0.05%
10 to 14 years	3.15%
15 to 18 years	5.64%
19 to 24 years	14.76%
25 to 34 years	21.43%
35 to 49 years	27.91%
50 to 64 years	18.94%
65 years or more	7.10%
Don't know	1.03%

*Provider*

Cingular	28.5%
Verizon	25.1%
AT&T /Suncom	12.6%
Movistar	5.7%
Centennial	15.2%
Sprint	10.0%
Virgin Mobile	0.1%
Cingular y Movistar	0.0%
Movistar y Centennial	0.0%
Don't know	2.6%

24.a Your cellular account is... **n = 917**

By contract	87.8%
Prepaid service without contract (card or automatic debit)	11.7%
Don't know	0.5%

24.b What services do you have in your cellular account? **n = 917**

Service	Yes	No	Does not know
Voice mail	69.1%	27.4%	3.5%
Written message	75.4%	20.8%	3.8%
Multimedia messages	26.5%	62.6%	10.9%
Internet access	33.3%	61.7%	5.0%
Call transfer	40.7%	50.7%	8.6%
Call waiting	72.3%	24.3%	3.4%
Caller ID	88.0%	9.8%	2.2%
Free calls nights & week-ends	79.0%	17.1%	3.9%
Free incoming calls	77.6%	19.1%	3.3%
International calls (outside of Puerto Rico and USA)	42.2%	50.8%	7.0%
Cellular to cellular calls	78.2%	17.9%	3.9%
Multiple calls	37.5%	55.0%	7.5%
Free calls to USA	39.1%	55.3%	5.6%
Free roaming service to USA	27.3%	62.4%	10.4%
Unlimited calls	0.1%	98.9%	1.0%

24.c. How would you describe the quality of communication through your cell phone. Would you say it is: **n = 917**

Excellent	20.4%
Good	51.9%
Regular	20.8%
Bad	3.8%
Very bad	2.7%
Don't know	0.3%

25.a Are you planning to get a cellular phone in the coming months? **n = 516**

Yes	11.8%
No	85.7%
Does not indicate	2.5%

25.b How soon are you planning to get a cellular phone? **n = 61**

3 months or less	44.3%
6 months	31.1%
1 year or more	18.0%
Don't know	6.6%

#### INTERNET

26. Is your household subscribed to Internet? **n = 1,620**

Yes	17.6%
No	82.3%
Don't know	0.1%

27. Who is your Internet service provider at home? **n = 285**

Adelphia Power Link	6.0%
AOL	6.3%
AOL / Conexis	2.1%
AT&T	0.0%
Caribenet	2.5%
Centennial /Spiderlink	2.8%
Coquinet / PRTC	38.9%
DMAX / PRT DSL	9.1%
Ice Networks	0.4%
Isla.net	0.4%
Liberty Links	11.9%
Prdigital	2.5%
PRWebmasters (PRW)	1.8%
Veloxious	0.0%
Biva	0.0%
AOL DSL	0.4%
Cable Vision	0.4%
Choice Cable	1.4%
MSM	0.4%
PRTC-Educ	0.4%
Cingular	0.4%
Coqui net	0.4%
Dainet Wait	0.4%
Mundo Link	0.4%
PRC Internet	0.4%
Sprint	0.4%
Tainet	0.4%
Does not indicate	10.2%

28. What type of Internet connection do you have at home? **n = 285**

Dial up / Modem	54.7%
DSL	20.0%
Cable Modem	13.3%
Celular / wireless	0.4%
Wireless Card (no hot-spot)	0.7%
Wireless Card (hot spot, integrated)	0.7%
Don't know	10.2%

29. Do you use Internet for voice communication with other persons? **n = 285**

Yes	29.1%
No	70.9%

30. What voice communication service do you use? **n = 83**

MSN, Messenger, ICQ & other similar services	84.3%
Voice over Internet Protocol (VOIP)	4.8%
Both	1.2%
Don't know	9.6%

31. Who is your Internet voice communication provider? **n = 5**

Net 2 Phone	40.0%
Coqui	20.0%
Cingular	20.0%
Don't know	20.0%

32. How would you describe the quality of voice communication through your Internet line? Would you say it is: **n = 5**

Excellent	40.0%
Good	0.0%
Regular	40.0%
Bad	0.0%
Very bad	20.0%

### CABLE OR SATELLITE

33. Do you have satellite or cable TV at home? **n = 1,620**

Yes	41.9%
No	58.1%

34. Who is your cable TV or satellite provider? **n = 679**

Adelphia	25.5%
Liberty	18.7%
Direct TV	30.0%
Choice Cable	8.8%
Centennial Cable TV	1.3%
Buena Vision	0.1%
Cable Vision	0.7%
Dish Network	12.4%
Netlinks	0.1%
Nexword	0.1%
Digitak One	0.1%
Four DTV	0.1%
Tv One	0.1%
Us net	0.1%
Don't know	2.1%

35.a Do you subscribe to the residential telephone service through Cable TV? **n = 679**

Yes	4.6%
No	95.4%

35.b How would you describe the quality of communication through Cable TV? Would you say it is...  
**n = 31**

Excellent	22.6%
Good	35.5%
Regular	22.6%
Bad	9.7%
Very bad	6.5%
Doesn't know/doesn't say	3.2%

### MEDIA USAGE

36.a Have you ever considered disconnecting your fixed residential telephone service in order to substitute other forms of voice communication such as cellular phone, VOIP or phone through Cable TV?  
**n = 1,113**

Yes	23.2%
No	75.3%
Don't know	1.5%

*Those who answered yes... What communication option(s) you considered?* **n = 258**

Cellular	89.5%
Internet	1.6%
Cable TV	5.4%
Cellular and Cable TV	0.8%
None	0.8%
Does not know	1.9%

*Why did you consider disconnecting the service?* **n=258**

Reasons related to cost of the service	54.3%
Barely uses the fixed phone	9.3%
Problems with the service	7.8%
Quality of service	5.0%
Portability	4.3%
Does not indicate	3.5%
Prefers only one account / not to have so many bills	1.9%
Convenience	1.2%
Accessibility	1.2%

Uses the cell phone more	1.2%
Have enough minutes	0.8%
Other type of media is easier to use	0.8%
Is always out of the house	0.8%
Not necessary when having a cell phone	0.4%
Is going to change	0.4%
Everyone has a cell phone at the house	0.4%
The cell phone is personal	0.4%
The cell phone is more useful	0.4%
Fixed phone was only for Internet	0.4%
Have been thinking about changing	0.4%
Does both functions	0.4%
The offers	0.4%
Uses more other type of communication	0.4%
To call USA	0.4%
Other type of communication is more efficient	0.4%
Received unknown calls	0.4%
With other type of media the service is not interrupted	0.4%
Deceitful offers	0.4%
To buy a cell phone for the wife	0.4%
Does not want to have a telephone at all	0.4%
Is disconnected too soon and has to pay for the reinstallation	0.4%
Eliminated Internet	0.4%
If he/she is alone prefers to use the cell phone	0.4%
Has a cell phone	0.4%
To have more control	0.4%
Everyone has one	0.4%
Wants to substitute for a digital service	0.4%

*For those who answer no, why you have not considered it?* **n=838**

Satisfaction with quality of service	17.2%
The fixed phone is a need	15.8%
There is no need to change it	7.5%
Is not interested in changing it	7.3%
Tradition	5.0%
Problems with the signal or the cell phone service	3.5%
Aspects related to cost	3.2%
Uses it for emergencies	3.2%
Does not indicate	2.6%
Wants to use it for other reasons (fax, Internet)	2.0%
Likes to use it	1.8%
Does not likes other media	1.6%
Confidence in the company / the service	1.6%
Does not use it frequently	1.2%
Is important to have it	1.1%
Convenience	1.1%
There is always someone at the house	1.0%
Long time with the service	0.8%
Cell phones are only for emergencies	0.7%



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Is easier to use	0.7%
Is the one that knows how to use / does not know how to use other media	0.7%
Is the one that he/she uses	0.7%
Fe/she does not want to	0.7%
Fixed phone always have signal / always function	0.6%
Because of relative living in the house	0.6%
Have not considered it yet	0.6%
Accessibility	0.5%
Prefers the fixed phone	0.5%
Other type of media may fail	0.4%
Does not want to change	0.4%
Is their only way of communicating	0.4%
Uses it for the house and for business	0.4%
Does not know	0.4%
Does not have other media	0.4%
Personal reasons	0.4%
Fixed phones are more effective	0.2%
Can communicate to the house	0.2%
Fixed phone is enough	0.2%
Only uses cell phone when he/she is out	0.2%
The telephone is residential	0.2%
Unnecessary expense	0.2%
Cell phone companies make a fool people	0.2%
Both are necessary	0.2%
For Calls outside of Puerto Rico	0.2%
Uses it	0.2%
Uses it to talk with family	0.2%
Uses it for local calls	0.2%
Have not have problems with the service	0.2%
Does not have a cell phone	0.2%
Because of work	0.2%
The process is too complicated	0.1%
For continuous use	0.1%
Is an alternative if the cell phone does not functions	0.1%
Does not understand other type of services	0.1%
Always calls from the house	0.1%
Is not worth to change	0.1%
"Preferiere lo antiguo"	0.1%
Cannot pay other type of media	0.1%
You loose when you change to a cell phone	0.1%
The cell phone is not hers/his	0.1%
Only uses the cell phone for work	0.1%
"Los celulares son un engaño"	0.1%
Does not trust cell phones	0.1%
Does not indicate	0.1%
She/he does not pay the service	0.1%
Is his/her mothers	0.1%
Practical	0.1%
For long distance calls	0.1%
Waiting for a better offer	0.1%

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Is considering PRTC offer for Internet	0.1%
Is evaluating experience with PRTC	0.1%
It's not necessary	0.1%
They make all calls from that phone	0.1%
Warranty	0.1%
Likes to use both	0.1%
Is interested in the fixed phone	0.1%
International calls are expensive	0.1%
Has the phone for one month	0.1%
Is thinking about it	0.1%
Has it through cable tv	0.1%
Cell phones can cause cancer	0.1%
Uses all	0.1%
Better quality of communication	0.1%
Lot of responsibility	0.1%
Don't know about cell phones service	0.1%
Does not know other offers	0.1%
Does not want to depend in only one media	0.1%
Is not the only person who makes the decision	0.1%
"no negociable"	0.1%
No remedy	0.1%
Not convinced yet	0.1%
Does not make sense	0.1%
Does not like to receive surprises in the bill	0.1%
Have not think about it	0.1%
Does not have the facilities	0.1%
Does not have a computer	0.1%
Does not have the information	0.1%
Does not picture himself/herself making a decision	0.1%
Not to have more responsibility	0.1%
Possible problems with the service	0.1%
Security	0.1%
Everyone has a cell phone at their house	0.1%
Health problems	0.1%
Fixed phone is simple	0.1%
"resuelve"	0.1%
The same as the cell phone	0.1%
Her daugther pays it	0.1%
Does not know why is more convenient	0.1%
Has always have the same number	0.1%
Common	0.1%
Not too many options	0.1%
Everyone has the number	0.1%
Good offer	0.1%
Has to evaluate it	0.1%
Has to think about it	0.1%
Uses the phone at the house	0.1%
For the use of the family	0.1%
Lives alone	0.1%

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### 36.b Type of voice communication service used most at home

When you are at home and wants to make a local phone call, what type of telephone do you use?		
	Frequency	%
Fixed	385	65.0%
Cellular	55	9.3%
Cable	4	0.7%
Fixed and Cellular	129	21.8%
Cellular and Cable	4	0.7%
Don't know	15	2.5%
<b>Total</b>	<b>592</b>	<b>100.0%</b>

For those using more than one type...

When you are at home and wants to make a local phone call, what type of telephone do you prefer to use?		
	Frequency	%
Fixed	81	60.9%
Cellular	46	34.6%
Don't know	6	4.5%
<b>Total</b>	<b>133</b>	<b>100.0%</b>

#### Reasons for preferring fixed phones for local calls **n=466**

Cheaper, already included in the offer	45.7%
Quality of signal	15.2%
Not to lose minutes on the cell phone	7.9%
Habit	6.7%
Convenience (comodidad)	4.9%
Accessibility	4.5%
Uses the fixed phone at the house	4.1%
Spends a lot of time in the house	3.2%
The cell phone if for emergencies	1.7%
Easier to use	1.3%
Safety	0.6%
Likes it more	0.2%
Communicates faster	0.2%
Only uses the cell phone when is connected to Internet	0.2%
compulsion (manía)	0.2%
"The cell phone feels hot on my ear"	0.2%
Easier to hold	0.2%
Does not indicate	4.9%

#### Reasons for preferring cell phone for local calls **n=101**

Less Expensive	30.7%
Accessibility	12.9%
Mobility	10.9%
Convenience (comodidad)	8.9%
Quality of service / signal	7.9%
Easy to use	5.0%
Is better	4.0%
Habit	4.0%
Fixed phone is not functioning	2.0%
Prefers the cell phone	2.0%
Is never at home	1.0%
Fixed phone is for Internet	1.0%
Is the only phone that is hers/his	1.0%
Does not indicate	8.9%

### Type of voice communication service used most at home

When you are at home and wants to make an intra-island long distance local phone call, what type of telephone do you use?	Frequency	%
Fixed	268	45.3%
Cellular	161	27.2%
Cable	3	0.5%
Fixed and Cellular	94	15.9%
Cellular and Cable	4	0.7%
Doesn't apply	48	8.1%
Don't know	14	2.4%
<b>Total</b>	<b>592</b>	<b>100.0%</b>

### For those using more than one type

When you are at home and wants to make an intra-island long distance phone call, what type of telephone do you prefer to use?	Frequency	%
Fixed	50	51.0%
Cellular	44	44.9%
Don't know	4	4.1%
<b>Total</b>	<b>98</b>	<b>100.0%</b>

### Reasons for preferring fixed phones for intra-island calls **n=318**

Is cheaper	45.0%
Quality of signal	17.0%
Habit	6.9%
Convenience	5.7%
Accessibility	4.1%
Uses the cell phone when is outside of the house	3.1%
Uses the cell phone for emergencies	2.5%
Its better	1.9%
Does not use the cellular at home	1.6%
Easier	1.6%
Safety	1.6%
Does not want to loose minutes	1.3%
He/she almost never makes those types of calls	0.9%
Spends too much time at home	0.9%
Calls from his house	0.3%
Uses the cell phone for work	0.3%
"El celular le calienta la oreja"	0.3%
the cell phone if not his/hers	0.3%
The cell phone does no have that type of service	0.3%
It's a need	0.3%
Forgets to use the cell phone	0.3%
Does not indicate	4.1%

### Reasons for preferring cell phone for intra-island calls **n=205**

Cheaper	65.9%
Convenience	7.8%
Accessibility	3.9%
Quality of signal	3.4%
Does not have long distance service in the fixed phone	2.9%
Habit	1.5%
Is the one that he/she pays	1.5%
Its better	1.0%
Its easier to use	1.0%
More efficient	0.5%

The fixed phone is for Internet	0.5%
The fixed phone is not functioning	0.5%
Always uses the cell phone	0.5%
Does not indicate	9.3%

#### Type of voice communication service used most at home

When you are at home and wants to make a long distance phone call to the USA, what type of telephone do you use?	Frequency	%
Fixed	242	40.9%
Cellular	156	26.4%
Internet	2	0.3%
Cable	3	0.5%
Fixed and Cellular	68	11.5%
Cellular and Cable	3	0.5%
Fixed, Cellular and Internet	1	0.2%
Doesn't apply	103	17.4%
Don't know	14	2.4%
<b>Total</b>	<b>592</b>	<b>100.0%</b>

#### For those using more than one type

When you are at home and wants to make a long distance phone call to the USA, what type of telephone do you prefer to use?	Frequency	%
Fixed	36	50.0%
Cellular	29	40.3%
Don't know	7	9.7%
<b>Total</b>	<b>72</b>	<b>100.0%</b>

#### Reasons for preferring fixed phone for long distance calls in the USA **n=278**

Cheaper	47.1%
Quality of service and signal	16.5%
Habit	6.1%
Convenience	4.7%
Privacy/safety	3.2%
Uses the cell phone, when outside of the house	2.9%
Good service	2.5%
Uses the cell phone only for emergencies	2.5%
Does not have long distance in the cell phone	2.5%
Accessibility	2.2%
Easy to use	1.8%
Prefers it	1.4%
Uses more the fixed phone	1.1%
Barely uses the cell phone	1.1%
Cell phone is for work	0.7%
Spends too much time at the house	0.7%
Is the one available	0.4%
Calls when he/she is calmed at the house	0.4%
Does not indicate	4.3%

#### Reasons for preferring cell phone for long distance calls in the USA **n=205**

Cheaper	77.8%
Does not indicate	6.5%
Does not have the service in the fixed phone	4.9%
Accessibility	3.8%
Convenience	2.2%
Habit	1.6%
Quality of service and signal	1.6%
Problems with the fixed phone	1.1%
The fixed phone is for Internet	0.5%

### Type of voice communication service used most at home

When you are at home and wants to make a long distance phone call to areas outside of Puerto Rico or the USA, what type of telephone do you use?	Frequency	%
Fixed	69	11.7%
Cellular	49	8.3%
Internet	2	0.3%
Cable	2	0.3%
Fixed and Cellular	17	2.9%
Cellular and Cable	1	0.2%
Don't know	16	2.7%
Doesn't apply	436	73.6%
<b>Total</b>	<b>592</b>	<b>100.0%</b>

### For those using more than one type

When you are at home and wants to make a long distance phone call outside of Puerto Rico or the USA, what type of telephone do you prefer to use?	Frequency	%
Fixed	9	50.0%
Cellular	7	38.9%
Don't know	2	11.1%
<b>Total</b>	<b>18</b>	<b>100.0%</b>

### Reasons for preferring fixed phone for International calls **n=78**

Habit	5.1%
Cheaper	52.6%
Quality of service / Signal	19.2%
Accessibility	1.3%
The cell phone does not have that service	3.8%
Convenience	9.0%
Is in his/her house	1.3%
Uses the cell phone when she/he is out o the house	1.3%
Does not indicate	6.4%

### Reasons for preferring cell phone for International calls **n=56**

Cheaper	66.1%
Accessibility	5.4%
Habit	3.6%
Efficiency	1.8%
Problems with the fixed phone	1.8%
Does not have that service for the cell phone*	7.1%
Does not indicate	14.3%

### Reasons for preferring cell phone for International calls **n=2**

Good service	50%
Easier	50%

37. Do you perceive any difference in the quality of voice communication in different types of phones?  
**n = 592**

Yes	55.7%
No	39.9%
Don't know	4.4%

38. Which type of phone do you perceive provides the best quality of communication? **n = 330**

Fixed phone	76.7%
Cellular	22.4%

Cable 0.3%  
Don't know 0.6%

39. Approximately, what's your monthly bill for the following services?

In home telephone service \$35.00 (Median)  
Cellular service \$50.00 (Median)  
Internet service \$19.48 (Median)  
Cable TV or Satellite \$ 49.95 (Median)

40. On your monthly bill for the fixed phone, approximately how much do you pay for..?

Locals calls \$25.00(Median)  
Intra – island long distance call \$3.00 (Median)  
US long distance call \$3.97 (Median)  
Long distance call to a foreign country \$0.00 (Median)

## Demographics

1. Gender and Age: n = 1,620

	Male		Female		Total	
	Freq.	%	Freq.	%	Frec.	%
18 to 24 years	47	2.9%	79	4.9%	126	7.8%
25 to 34 years	82	5.1%	167	10.3%	249	15.4%
35 to 49 years	153	9.4%	276	17.0%	429	26.5%
50 to 64 years	142	8.8%	297	18.3%	439	27.1%
65 years or more	136	8.4%	235	14.5%	371	22.9%
Does not indicate	2	0.1%	4	0.2%	6	0.4%
<b>Total</b>	<b>562</b>	<b>35%</b>	<b>1058</b>	<b>65%</b>	<b>1620</b>	<b>100.0%</b>

2. Status n = 1,620

Single 18.9%  
Married 53.5%  
Divorced 11.3%  
Widow/er 10.1%  
Living together 6.3%  
Does not indicate 0.2%

3. Current working condition? n = 1,620

Working 36.4%  
Studying 3.0%  
Housewife 32.2%  
Unemployed 5.1%

Retired or disabled	22.2%
Working and Studying	1.0%
Does not indicate	0.1%

4. Highest education level completed by interviewee **n = 1,620**

Eighth or under	21.3%
Some high school	14.3%
High School Diploma	26.4%
Some college education	13.6%
Associate Degree	8.9%
Bachelors degree	12.1%
Masters degree	2.8%
Doctorate or professional degree	0.3%
Does not indicate	0.3%

5. How many people live in this household, including you? **n = 543**

Average 3  
Median 3

6. Annual income of the household **n = 543**

Less than \$10,000	45.4%
\$10,000 to \$14,999	13.6%
\$15,000 to \$19,999	7.9%
\$20,000 to \$24,999	6.8%
\$25,000 to \$29,999	4.9%
\$30,000 to \$39,999	4.4%
\$40,000 to \$49,999	2.3%
\$50,000 to \$74,999	2.8%
\$75, or more	0.9%
Doesn't know/doesn't say	11.0%



## **APPENDIX A: SURVEY METHODOLOGY**

### **Geographic Range**

The survey covers all of Puerto Rico's territory.

### **Population Range**

The survey was directed at the population residing in family housing units; that is, units used the full year or most of the year as a permanent dwelling. Not included in the survey are persons residing in collective dwellings (such as hospitals, hotels, convents) or long-term institutions such as prisons, nursing homes and orphanages.

In each household in the sample, a personal interview was conducted with a household member aged 18 years or more who is knowledgeable of the household's usage of telephone services.

### **Sampling Frame**

The sampling frame for the survey is the Year 2000 Census of Population and Housing produced for Puerto Rico by the U.S. Bureau of the Census.

In the census, Puerto Rico's 78 municipalities are divided into census tracts, which are subdivided into block groups. Block groups are further subdivided into blocks. Using census data, it is possible to make a list of housing units in each block group.

Specifically, the sampling frame consists of:

- The 2,478 block groups in Puerto Rico's 2000 census; and
- The lists of housing units for each of the block groups included in the sample.

### **Type of Sampling**

The survey used probabilistic multi-stage sampling, with stratified first-stage sampling units and probabilities proportional to the sizes of the sampling units.

The sampling was done in three stages:

1. First-stage units are block groups
2. Second-stage units are blocks
3. Third-stage units are households

The first-stage units (block groups) were stratified using the following criteria:

Geographic – The eight PRT service regions were each assigned a block group sample share proportional to the number of households in each region, as per the census. The regions are:

Metropolitan  
East  
Central  
Southeast  
Northeast  
Northwest  
South  
West

Income – First-stage sampling units (block groups) were grouped into 4 income categories, using the 2000 census median annual household income (\$14,412) as the reference point.

Level 1: Block groups with median annual household income 25% or more below Puerto Rico's median value (that is, incomes of less than \$10,809).

Level 2: Block groups with median annual household income less than 25% below Puerto Rico's median value (incomes between \$10,809 and \$14,412).

Level 3: Block groups with median annual household income less than 25% higher than Puerto Rico's median value (incomes between \$14,413 and \$18,015).

Level 4: Block groups with median annual household income more than 25% higher than Puerto Rico's median value (incomes higher than \$18,015).

## Sample Size

A total of 90 first-stage sampling units (block groups) were selected; with 18 households (third-stage units) in each. Therefore, a total of 1,620 households were surveyed, with one person interviewed in each. The sample distribution by region is as follows:

<b>Region</b>	<b>Households</b>	<b>%</b>	<b>Sample B.G.</b>	<b>Sample Hhs.</b>
Metropolitan	364,952	28.9	26	468
East	69,990	5.5	5	90
Central	175,448	13.9	13	234
Southeast	70,368	5.6	5	90
Northeast	119,060	9.4	9	162
Northwest	115,584	9.2	8	144
South	159,185	12.6	11	198
West	186,738	14.8	13	234
<b>TOTAL</b>	<b>1,261,325</b>	<b>100.0</b>	<b>90</b>	<b>1,620</b>

## Sample Selection

After stratification, each household must have the same probability of being selected in the sample. To ensure this, block groups are selected in the first stage with a probability proportional to the number of households in each block group. Geographic stratification produces eight subsets or strata of block groups, one for each region. In each subset, block groups are ordered by income level, from lowest to highest.

1<sup>st</sup> stage - Block group selection. A sampling interval is defined for each region as follows:

$$SI = \frac{\text{Number of households in the block group}}{\text{Number of households from the group in the sample}}$$

For example, in the Metropolitan region the sampling interval is<sup>1</sup>:

$$SI = 364,952/468 = 780$$

In the Metropolitan region example, a number is then selected randomly between 1 and 780, and this is taken as the probabilistic start of the selection process. Assume that the number 20 is drawn. In this case, the first block group selected is the 20<sup>th</sup> block group. From there on, other block groups are chosen systematically by moving down the list in 780-unit steps. Thus, the second block group selected would be the 800<sup>th</sup> block group (20 + 780). This process is continued down the ordered (stratified) list until all 90 block groups have been chosen.

2<sup>nd</sup> stage – Group selection. The block groups chosen in the first stage are ordered geographically and a block is selected randomly from each block group. The blocks within each block group are ordered and the number of households in each are added up moving down the list. A number is chosen randomly between 1 and the total number of households in the block group. Assume that 50 is the number selected. Then, the group chosen will be the one including the 50<sup>th</sup> household on the cumulative list.

3<sup>rd</sup> stage – Household selection. Once the block has been chosen, a household is selected randomly in the block. This will be the first household surveyed in that block. Others are chosen systematically starting from the first randomly selected unit until 18 households have been selected. The size of the systematic interval is roughly equal to the number of households in the block divided by 18.

## Sampling Errors

Given the sampling design and the size of the sample (1,620), the sampling error in the survey is expected to be <sup>+/-</sup> 2.45% at a 95% confidence level.

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<sup>1</sup> The number 468 is 28.9% of 1,620; where 28.9% is the Metropolitan region's share of total Puerto Rico households and 1,620 is the total sample size.

Using Cochran's more restrictive method to calculate sampling errors, errors were calculated for some of the key variables in the survey (using the survey's data) and found to be near 3.0% at 95% confidence level.

*APPENDIX B*

**Introducción**

Mi nombre es \_\_\_\_\_ y trabajo para la empresa de consultoría Estudios Técnicos, Inc. Actualmente estamos realizando un estudio sobre los medios de comunicación telefónica en Puerto Rico. Necesitamos hablar con una persona mayor de 18 años, que conozca con respecto al servicio de teléfono en su hogar (servicios con los que cuentan, factura mensual, entre otros) y/o tome las decisiones con respecto al servicio.

**¿Es usted esa persona?**

**(Si no, pregunte por otra persona en el hogar que cumpla con esos requisitos)**

Participar en esta encuesta es voluntario y le tomará alrededor de diez minutos. La información que nos brinde será confidencial y se utilizará sólo para propósitos de este estudio.

**Información de la encuesta**

Iniciales del encuestador: \_\_\_\_\_

Día de la encuesta: D / L / K / M / J / V / S

Fecha: \_\_\_\_ / \_\_\_\_ / 2005

Hora de la encuesta: \_\_\_\_:\_\_\_\_ [am] [pm]

Municipio: \_\_\_\_\_

Grupo de Bloques: \_\_\_\_\_

Dirección: \_\_\_\_\_

**Preguntas**

1. En su casa, ¿hay teléfono residencial fijo (teléfono que se conecta a una línea en la casa)?

Sí [ 1 ] **Vaya a la pregunta 7**  
No [ 2 ]

**Personas que no tienen teléfono regular**

2. ¿En algún momento tuvieron un teléfono residencial fijo en su casa?

Sí [ 1 ]  
No [ 2 ]

3. ¿Cuál es la razón principal por la cual no cuentan actualmente con un teléfono residencial fijo en su casa?

Costo del teléfono	[ 1 ]
En su lugar de residencia no hay disponibilidad de instalación	[ 2 ]
No lo considera necesario	[ 3 ]
Utilizan el celular	[ 4 ]
Utilizan la conexión de Cable TV	[ 5 ]
Utilizan la Internet	[ 6 ]
Otra razón: _____	

4. ¿Cómo hacen y reciben las llamadas actualmente las personas que viven en esta casa?

Teléfono de amigo, vecino o familiar	[ 1 ]
Celular	[ 2 ]
Teléfono público	[ 3 ]
Internet	[ 4 ]
Cable TV	[ 5 ]
Otro: _____	

5. ¿Planifica instalar un teléfono residencial fijo en su casa en los próximos meses?

Sí [ 1 ]  
No [ 2 ] **PASE A LA PREGUNTA 22. (USO DE CELULAR)**

6. ¿Dentro de cuánto tiempo planifican instalar el teléfono?

3 meses o menos [ 1 ]

6 meses [ 2 ]

1 año o más [ 3 ]

**PASE A LA PREGUNTA 22. (USO DE CELULAR)**

**Personas que tienen teléfono residencial fijo**

7. ¿Con cuántos números de teléfono fijo cuentan en su casa?

\_\_\_\_\_ **Si contesta 1. Vaya a la PREGUNTA 9.**

8. ¿Por qué razón(es) cuentan con más de un número de teléfono en su casa? **Puede marcar más de una.**

Por razones de negocio [ 1 ]

Para el uso de Internet [ 2 ]

Para uso de distintos miembros de la casa [ 3 ]

Otra razón: \_\_\_\_\_

*Si tiene más de un teléfono en su casa, por favor conteste las siguientes preguntas a base del número de teléfono para uso residencial principal (aquél que es utilizado con mayor regularidad o por la mayor cantidad de los miembros en su casa).*

9. ¿Con cuáles de los siguientes tipos de servicios relacionados a su teléfono residencial fijo cuentan en su casa?

<b>Servicio</b>	<b>Sí</b>	<b>No</b>	<b>No sabe</b>
Llamada Identificada	[ 1 ]	[ 2 ]	[ 3 ]
Bloqueo de Llamadas Anónimas	[ 1 ]	[ 2 ]	[ 3 ]
Buzón de Voz	[ 1 ]	[ 2 ]	[ 3 ]
Llamada entre Tres	[ 1 ]	[ 2 ]	[ 3 ]
Llamada en Espera	[ 1 ]	[ 2 ]	[ 3 ]
Transferencia de Llamadas	[ 1 ]	[ 2 ]	[ 3 ]
Otro: _____			

10.1 ¿Cuál es su proveedor de servicio de teléfono residencial fijo para llamadas locales?

**ENCUESTADOR: NO MENCIONE LAS ALTERNATIVAS**

Puerto Rico Telephone Company (Telefónica) [ 1 ]

Centennial Home Phone [ 2 ]

MCI International [ 3 ]

World Net [ 4 ]

Liberty Cable [ 5 ]

Movie Star Fixed Phone [ 6 ]

Otro: \_\_\_\_\_

No sabe [ 7 ]

**VAYA A LA  
PREGUNTA 11.**

10.2 ¿Conoce usted de otros proveedores o compañías que ofrezcan el servicio de teléfono residencial fijo para llamadas locales?

Sí [ 1 ] ¿Cuáles? \_\_\_\_\_

No [ 2 ] **Vaya a la pregunta 10.5.**

10.3 ¿Ha recibido ofertas de llamadas locales de alguna de esas compañías que mencionó, ya sea a través de un medio de comunicación (TV, Internet, radio, periódico etc) o un vendedor o representante de servicio?

Sí [ 1 ]

No [ 2 ] **Vaya a la pregunta 10.5.**

10.4 ¿Por qué razón continúa con la misma compañía? **Marcar las que apliquen.**

El precio de las otras compañías es más alto [ 1 ]

Calidad de la comunicación es superior a la de otras compañías [ 2 ]

El servicio al cliente es superior al de otras compañías [ 3 ]

El servicio no está disponible en su área [ 4 ]

Otra: \_\_\_\_\_

10.5 Si una compañía de teléfono le ofreciera una tarifa de llamadas locales que estuviera \_\_\_\_\_ por debajo de la cantidad que paga actualmente por ese servicio, ¿usted se cambiaría de compañía o permanecería con la misma?

\$5.00 Sí se cambiaría [ 1 ] Permanecería con la misma [ 2 ] No indica [ 3 ]

\$10.00 Sí se cambiaría [ 1 ] Permanecería con la misma [ 2 ] No indica [ 3 ]

\$15.00 Sí se cambiaría [ 1 ] Permanecería con la misma [ 2 ] No indica [ 3 ]

11. ¿Cuentan en su casa con servicio de llamadas de larga distancia dentro de la isla (intra-isla) a través del teléfono residencial fijo?

Sí [ 1 ]

No [ 2 ] **Vaya a la pregunta 13.1.**

12.1 ¿Cuál es su proveedor de servicio de larga distancia dentro de la isla (intra-isla)?

Puerto Rico Telephone Company (Telefónica) [ 1 ]

Centennial Home Phone [ 2 ]

MCI International [ 3 ]

World Net [ 4 ]

Liberty Cable [ 5 ]

Movie Star Fixed Phone [ 6 ]

TLD – Telefónica Larga Distancia [ 7 ]

Sprint [ 8 ]

Otro: \_\_\_\_\_

No sabe [ 7 ]

IMPORTANTE: Si responde PRTC o TLD, preguntar: **¿Se refiere a Puerto Rico Telephone Company (Telefónica) o a TLD – Telefónica Larga Distancia?**

**VAYA A LA  
PREGUNTA  
13.1**

12.2 ¿Conoce usted de otros proveedores o compañías que ofrezcan el servicio de teléfono residencial fijo para llamadas de larga distancia dentro de la isla?

Sí [ 1 ] ¿Cuáles? \_\_\_\_\_

No [ 2 ] **Vaya a la pregunta 12.5.**

12.3 ¿Ha recibido ofertas de llamadas de larga distancia dentro de la isla de alguna de esas compañías que mencionó, ya sea a través de un medio de comunicación (tv, Internet, radio, periódico etc.) o un vendedor o representante de servicio?

Sí [ 1 ]

No [ 2 ] **Vaya a la pregunta 12.5.**

12.4 ¿Por qué razón continúa con la misma compañía? **Puede marcar más de una.**

El precio de las otras compañías es más alto [ 1 ]

Calidad de la comunicación es superior a la de otras compañías [ 2 ]

El servicio al cliente es superior al de otras compañías [ 3 ]

El servicio no está disponible en su área [ 4 ]

Otra: \_\_\_\_\_

12.5 Si una compañía de teléfono le ofreciera una tarifa para las llamadas de larga distancia dentro de la isla (intra-isla) que estuviera \_\_\_\_\_ por debajo de la cantidad que paga actualmente por ese servicio, ¿usted se cambiaría de compañía o permanecería con la misma?

\$5.00 Sí se cambiaría [ 1 ] Permanecería con la misma [ 2 ] No indica [ 3 ]

\$10.00 Sí se cambiaría [ 1 ] Permanecería con la misma [ 2 ] No indica [ 3 ]

\$15.00 Sí se cambiaría [ 1 ] Permanecería con la misma [ 2 ] No indica [ 3 ]

13.1. ¿Cuentan en su casa con servicio de llamadas de larga distancia a los Estados Unidos a través del teléfono residencial fijo?

Sí [ 1 ]

No [ 2 ] **Vaya a la pregunta 13.3.**

13.2 ¿Cuál es su proveedor de servicio de larga distancia a los Estados Unidos?

Centennial [ 1 ]

AT&T [ 2 ]

TLD de Puerto Rico [ 3 ]

Sprint [ 4 ]

PRT Larga Distancia [ 5 ]

Otro: \_\_\_\_\_

No sabe [ 6 ]

**IMPORTANTE:** Si responde PRTC o TLD, preguntar: *¿Se refiere a Puerto Rico Telephone Company (Telefónica) o a TLD – Telefónica Larga Distancia?*

13.3. ¿Cuentan en su casa con servicio de llamadas de larga distancia fuera de Puerto Rico y los Estados Unidos a través del teléfono residencial fijo?

Sí [ 1 ]

No [ 2 ] **Vaya a la pregunta 14.1.**

13.4 ¿Cuál es su proveedor de servicio de larga distancia fuera de Puerto Rico y los Estados Unidos?

Centennial [ 1 ]

AT&T [ 2 ]

TLD de Puerto Rico [ 3 ]

Sprint [ 4 ]

PRT Larga Distancia [ 5 ]

Otro: \_\_\_\_\_

No sabe [ 6 ]

**IMPORTANTE:** Si responde PRTC o TLD, preguntar: *¿Se refiere a Puerto Rico Telephone Company (Telefónica) o a TLD – Telefónica Larga Distancia?*



14.1 A qué municipios, estados y países llama regularmente desde su teléfono residencial fijo cuando hace...

Llamadas locales \_\_\_\_\_ [N/A]

Llamadas de larga distancia dentro de la Isla \_\_\_\_\_ [N/A]

Llamadas de larga distancia a los Estados Unidos \_\_\_\_\_ [N/A]

Llamadas de larga distancia fuera de los EU y PR \_\_\_\_\_ [N/A]

14.2 ¿Cómo describiría la calidad de la comunicación a través de su teléfono residencial fijo?, diría que es...

Excelente	[ 1 ]
Buena	[ 2 ]
Regular	[ 3 ]
Mala	[ 4 ]
Pésima	[ 5 ]

15.1 ¿Conoce del subsidio o servicio de Acceso Garantizado del Fondo del Seguro Universal o "Lifeline"?

Sí [ 1 ]

No [ 2 ] **Vaya a la pregunta 22.**

15.2 ¿Cómo se enteró del servicio de Acceso Garantizado o Lifeline?

Internet	[ 1 ]
Periódico	[ 2 ]
Radio	[ 3 ]
Televisión	[ 4 ]
Representante de servicio de una compañía	[ 5 ]
Amigo o familiar	[ 6 ]
Otro:	_____

**15.c ¿De cuál compañía?**

\_\_\_\_\_

16. ¿Está suscrita actualmente su casa al servicio de Acceso Garantizado o Lifeline?

Sí [ 1 ]

No [ 2 ] **Vaya a la pregunta 19**

17. ¿A través de qué compañía recibe el subsidio?

Puerto Rico Telephone Company	[ 1 ]
Centennial	[ 2 ]
Sun Com	[ 3 ]
Sprint	[ 4 ]
Otro:	_____
No sabe, no indica	[ 5 ]

18. Aproximadamente, ¿cuánto le asignan mensualmente de subsidio (o crédito) por el servicio de Acceso Garantizado o Lifeline en su casa?

\$ \_\_\_\_\_ **Vaya a la pregunta 22.**

19. ¿Conoce cómo suscribirse al servicio de Acceso Garantizado o Lifeline?

Sí [ 1 ]

No [ 2 ] **Vaya a la pregunta 22.**

20. Actualmente, ¿es usted beneficiario de alguno de los siguientes programas?

Programa de Asistencia Nutricional (PAN) [ 1 ]

Programa de Sección 8 del Departamento de la Vivienda [ 2 ]

Programa de Subsidio de Energía para Hogares de Bajos Ingresos del Departamento de la Familia [ 3 ]

Programa de Asistencia Médica ("Medicaid") [ 4 ]

Tarjeta de la Reforma de Salud [ 5 ]

Programa de Asistencia Temporal para Familias [ 6 ]

Ninguno [ 7 ] **Vaya a Preg. 22**

21. ¿Por qué no se ha suscrito al servicio de Acceso Garantizado o Lifeline?

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**CELULAR**

22. ¿Cuántas personas en su casa, incluyéndose usted, tienen celular para uso personal?

\_\_\_\_\_ **Si contestó ninguno, pase a la pregunta 25a.**

23. ¿Podría indicarme la edad de las personas que cuentan con celular en su casa y los proveedores del servicio de cada uno, comenzando por usted? **Marque las que apliquen.**

	Edad	Cingular	Verizon	AT&T/Suncom	Movistar	Centennial	Sprint	
Encuestado		[ 1 ]	[ 2 ]	[ 3 ]	[ 4 ]	[ 5 ]	[ 6 ]	NA [ 7 ]
Persona 1		[ 1 ]	[ 2 ]	[ 3 ]	[ 4 ]	[ 5 ]	[ 6 ]	Encuestador: Si el encuestado no posee un celular, pase a la pregunta 25ª.
Persona 2		[ 1 ]	[ 2 ]	[ 3 ]	[ 4 ]	[ 5 ]	[ 6 ]	
Persona 3		[ 1 ]	[ 2 ]	[ 3 ]	[ 4 ]	[ 5 ]	[ 6 ]	
Persona 4		[ 1 ]	[ 2 ]	[ 3 ]	[ 4 ]	[ 5 ]	[ 6 ]	
Persona 5		[ 1 ]	[ 2 ]	[ 3 ]	[ 4 ]	[ 5 ]	[ 6 ]	
Persona 6		[ 1 ]	[ 2 ]	[ 3 ]	[ 4 ]	[ 5 ]	[ 6 ]	
Persona 7		[ 1 ]	[ 2 ]	[ 3 ]	[ 4 ]	[ 5 ]	[ 6 ]	
Persona 8		[ 1 ]	[ 2 ]	[ 3 ]	[ 4 ]	[ 5 ]	[ 6 ]	
Persona 9		[ 1 ]	[ 2 ]	[ 3 ]	[ 4 ]	[ 5 ]	[ 6 ]	
Persona 10		[ 1 ]	[ 2 ]	[ 3 ]	[ 4 ]	[ 5 ]	[ 6 ]	

24a. Su cuenta de celular es...

Por contrato [ 1 ]

Servicio prepago sin contrato (por tarjeta o débito automático) [ 2 ]

24.b ¿Qué servicios tiene en su cuenta de celular?

<b>Servicio</b>	<b>Sí</b>	<b>No</b>	<b>No sabe</b>
Correo de Voz	[ 1 ]	[ 2 ]	[ 3 ]
Mensajes de Texto	[ 1 ]	[ 2 ]	[ 3 ]
Mensajes multimedia	[ 1 ]	[ 2 ]	[ 3 ]
Acceso al Internet	[ 1 ]	[ 2 ]	[ 3 ]
Transferencia de llamadas	[ 1 ]	[ 2 ]	[ 3 ]
Llamadas en espera	[ 1 ]	[ 2 ]	[ 3 ]
Identificación de llamada	[ 1 ]	[ 2 ]	[ 3 ]
Llamadas gratis noches y fines de semana	[ 1 ]	[ 2 ]	[ 3 ]
Llamadas recibidas gratis	[ 1 ]	[ 2 ]	[ 3 ]
Llamadas fuera de EU y PR (internacionales)	[ 1 ]	[ 2 ]	[ 3 ]
Llamadas de celular a celular	[ 1 ]	[ 2 ]	[ 3 ]
Llamadas entre tres	[ 1 ]	[ 2 ]	[ 3 ]
Llamadas a los Estados Unidos gratis	[ 1 ]	[ 2 ]	[ 3 ]
Roaming en los Estados Unidos gratis	[ 1 ]	[ 2 ]	[ 3 ]
Otro:			

24.c ¿Cómo describiría la calidad de la comunicación a través de su teléfono celular?, diría que es...

Excelente	[ 1 ]
Buena	[ 2 ]
Regular	[ 3 ]
Mala	[ 4 ]
Pésima	[ 5 ]
<b>Vaya a la pregunta 26.</b>	

25.a ¿Planifica adquirir un teléfono celular en los próximos meses?

Sí	[ 1 ]
No	[ 2 ] <b>Vaya a la pregunta 26.</b>

25.b ¿Dentro de cuánto tiempo planifica adquirir el celular?

3 meses o menos	[ 1 ]
6 meses	[ 2 ]
1 año o más	[ 3 ]

**INTERNET**

26. ¿En su casa están suscritos al servicio de Internet?

Sí	[ 1 ]	No	[ 2 ] <b>Vaya a pregunta 33 (Sección de Cable o Satélite)</b>
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27. ¿Cuál es el proveedor de servicio de Internet en su casa?

Adelphia Power Link	[ 1 ]
AOL	[ 2 ]
AOL / Conexis	[ 3 ]
AT&T	[ 4 ]
Caribenet	[ 5 ]
Centennial /Spiderlink	[ 6 ]
Coquinet / PRTC	[ 7 ]
DMAX / PRT DSL	[ 8 ]
Ice Networks	[ 9 ]
Isla.net	[ 10 ]
Liberty Links	[ 11 ]
PRdigital	[ 12 ]
PRWebmasters ( PRW)	[ 13 ]
Veloxious	[ 14 ]
Biva	[ 15 ]
AOL DSL	[ 16 ]
Otro _____	
No sabe/no indica	[ 17 ]

28. ¿Qué tipo de conexión a Internet tiene usted en su casa?

Dial Up/Modem	[ 1 ]
DSL	[ 2 ]
Cable Modem	[ 3 ]
Celular / inalámbrica	[ 4 ]
Tarjeta wireless (no-hot spot)	[ 5 ]
Tarjeta wireless (hot spot, integrada)	[ 6 ]
Otro: (especifique) _____	
No sabe	[ 7 ]

29. ¿Utiliza la Internet para comunicarse verbalmente con otras personas?

Sí	[ 1 ]
No	[ 2 ] <b>Vaya a la pregunta 33.</b>

30. ¿A través de qué servicio lo hace?

MSN, Messenger, ICQ y otros servicios similares	[ 1 ]	<b>Si solo marcó esta , pase PREGUNTA 33.</b>
Proveedor de servicio de llamadas a través de Internet (VOIP)	[ 2 ]	
Ambos	[ 3 ]	
No sabe	[ 4 ]	<b>Pase a la PREGUNTA 33.</b>

31. ¿Cuál es su proveedor de llamadas a través de Internet?

World Wide Telco [ 1 ]

PC to Phone [ 2 ]

Vonage [ 3 ]

Net 2 Phone [ 4 ]

Dial Pad [ 5 ]

PCCall [ 6 ]

Phone Max PRT [ 7 ]

Otro: \_\_\_\_\_

No sabe [ 8 ]

32. ¿Cómo describiría la calidad de la comunicación a través de Internet?, diría que es...

Excelente [ 1 ]

Buena [ 2 ]

Regular [ 3 ]

Mala [ 4 ]

Pésima [ 5 ]

#### CABLE O SATÉLITE

33. En su casa, ¿cuentan con servicio de satélite o cable TV?

Sí [ 1 ]

No [ 2 ] **Vaya a la pregunta 36a.**

34. ¿Cuál es su proveedor de servicio de cable tv o satélite?

Adelphia [ 1 ]

Liberty [ 2 ]

Direct TV [ 3 ]

Choice Cable [ 4 ]

Centennial Cable TV [ 5 ]

Otro: \_\_\_\_\_

35a. ¿Está suscrito al servicio de teléfono residencial a través de Cable TV?

Sí [ 1 ]

No [ 2 ] **Vaya a la pregunta 36a.**

35.b ¿Cómo describiría la calidad de la comunicación a través de Cable TV?, diría que es...

Excelente [ 1 ]

Buena [ 2 ]

Regular [ 3 ]

Mala [ 4 ]

Pésima [ 5 ]

**USO DE MEDIOS**

36.a **PARA LAS PERSONAS QUE TIENEN TELÉFONO RESIDENCIAL FIJO.** ¿Ha considerado en algún momento desconectar su servicio de teléfono residencial fijo, para utilizar otro de los medios de comunicación como el celular, el teléfono a través de Internet o el teléfono a través de Cable TV, en su lugar?

Sí [ 1 ]

36.b ¿Por cuál(es) medio(s) pensó sustituir el servicio de teléfono residencial fijo?  
Celular [ 1 ] Internet [ 2 ] Cable TV [ 3 ]

36.c ¿Por qué pensó en sustituir el servicio de teléfono residencial fijo?

No [ 2 ] ¿Por qué? \_\_\_\_\_

No aplica [ 3 ]

36.b Encuestador haga estas preguntas, sólo a las personas que cuenten con más de un medio de **COMUNICACIÓN TELEFÓNICA** en la casa. Si no tiene más de un medio, pase a la pregunta 39.

Situación	Medio que utiliza (ENCUESTADOR SODEE, SI SOLO MENCIONA UNO)					SI MENCIONA MÁS DE UN TIPO DE TELÉFONO, ¿Cuál de los tipos de teléfono que mencionó, prefiere utilizar?					¿Por qué prefiere utilizar ese tipo de teléfono?
	Fijo	Celular	Internet	Cable	No aplica	Fijo	Celular	Internet	Cable	No aplica	
Cuando usted está en su casa y quiere hacer una llamada local, ¿qué tipo(s) de teléfono(s) utiliza?	[ 1 ]	[ 2 ]	[ 3 ]	[ 4 ]	[ 5 ]	[ 1 ]	[ 2 ]	[ 3 ]	[ 4 ]	[ 5 ]	
Cuando usted está en su casa y quiere hacer una llamada de larga distancia dentro de la isla, ¿qué tipo(s) de teléfono(s) utiliza?	[ 1 ]	[ 2 ]	[ 3 ]	[ 4 ]	[ 5 ]	[ 1 ]	[ 2 ]	[ 3 ]	[ 4 ]	[ 5 ]	
Cuando usted está en su casa y quiere hacer una llamada de larga distancia a los Estados Unidos, ¿qué tipo(s) de teléfono(s) utiliza?	[ 1 ]	[ 2 ]	[ 3 ]	[ 4 ]	[ 5 ]	[ 1 ]	[ 2 ]	[ 3 ]	[ 4 ]	[ 5 ]	
Cuando usted está en su casa y quiere hacer una llamada de larga distancia fuera de Puerto Rico y los Estados Unidos (internacional), ¿qué tipo(s) de teléfono(s) utiliza?	[ 1 ]	[ 2 ]	[ 3 ]	[ 4 ]	[ 5 ]	[ 1 ]	[ 2 ]	[ 3 ]	[ 4 ]	[ 5 ]	

37. **ENCUESTADOR: SOLO PREGUNTE POR LOS TIPOS DE MEDIOS DE COMUNICACIÓN TELEFÓNICA QUE LE APLICAN AL ENCUESTADO.** ¿Percibe usted alguna diferencia en la calidad de la comunicación entre las llamadas que se hacen a través del teléfono residencial fijo, las que se hacen a través de la Internet, las que se hacen a través del Cable TV y las que se hacen a través de celular?

Sí [ 1 ]

No [ 2 ] **Pase a la sección Pregunta 39.**

38. ¿Cuál de los tipos de teléfono percibe como aquel que provee la mejor calidad en la comunicación?

- Teléfono fijo [ 1 ]
- Celular [ 2 ]
- Internet [ 3 ]
- Cable [ 4 ]

39. **ENCUESTADOR: SOLO PREGUNTE POR LOS TIPOS DE MEDIOS QUE LE APLICAN AL ENCUESTADO.**

Aproximadamente, ¿cuánto paga mensualmente de...?

- |                           |          |                 |               |
|---------------------------|----------|-----------------|---------------|
| Cable TV o Satélite       | \$ _____ | No aplica [ 1 ] | No sabe [ 2 ] |
| Celular                   | \$ _____ | No aplica [ 1 ] | No sabe [ 2 ] |
| Internet                  | \$ _____ | No aplica [ 1 ] | No sabe [ 2 ] |
| Teléfono residencial fijo | \$ _____ | No aplica [ 1 ] | No sabe [ 2 ] |

**ENCUESTADOR: SI NO TIENE TELÉFONO RESIDENCIAL FIJO, PASE A LA SECCIÓN DE DEMOGRÁFICOS.**

40. De esa cantidad que paga mensualmente por su teléfono residencial fijo, ¿cuánto aproximadamente paga por...

- |  |          |
|--|----------|
| llamadas locales   | \$ _____ |
| llamadas de larga distancia dentro de la Isla (intra-isla)                   | \$ _____ |
| llamadas de larga distancia a los Estados Unidos                             | \$ _____ |
| llamadas de larga distancia fuera de los Estados Unidos y Puerto Rico (Int.) | \$ _____ |

#### Datos demográficos

1. Género:

- Masculino [ 1 ]
- Femenino [ 2 ]

2. Estado civil

- Soltero [ 1 ]
- Casado [ 2 ]
- Divorciado [ 3 ]
- Viudo [ 4 ]
- Conviviendo [ 5 ]

3. Edad \_\_\_\_\_

4. ¿Cuál es su condición ocupacional en la actualidad? **PUEDA MARCAR MÁS DE UNA.**

Trabaja (Ocupación: _____)	[ 1 ]
Estudia	[ 2 ]
Ama(o) de casa	[ 3 ]
Desempleado	[ 4 ]
Retirado o incapacitado	[ 5 ]

5. Podría indicarme el último grado académico completado por usted?

Octavo o menos	[ 1 ]
Grado de escuela superior	[ 2 ]
Diploma de escuela superior	[ 3 ]
Años de universidad	[ 4 ]
Grado asociado	[ 5 ]
Bachillerato	[ 6 ]
Maestría	[ 7 ]
Doctorado o grado profesional	[ 8 ]

6. ¿Cuántas personas componen su casa, incluyéndose usted? \_\_\_\_\_

7. ¿En cuál de las siguientes categorías se encuentra el ingreso familiar anual de su casa?

a. Menos \$10,000	[ 1 ]
b. \$10,000 a \$14,999	[ 2 ]
c. \$15,000 a \$19,999	[ 3 ]
d. \$20,000 a \$24,999	[ 4 ]
e. \$25,000 a \$29,999	[ 5 ]
f. \$30,000 a \$39,999	[ 6 ]
g. \$40,000 a \$49,999	[ 7 ]
h. \$50,000 a \$74,999	[ 8 ]
i. \$75,000 o más	[ 9 ]
No sabe/ No indica	[ 10 ]

*Gracias por su participación.*